

Innovative Advertising
403 N Columbia Street
Covington LA 70433

Jim Davis/ R/ NC State Senate
Submission Number 400 Issue 2



WSPA-TV
250 International Dr.
Spartanburg SC 29303-6698
(864) 576-7777 FAX (864) 587-4480

Copy

Client: Jim Davis/ R/ NC State Senate	Submission Cost: 16528	Campaign Ref: E:063621320
Buyer: Senate	Client/Product/Estimate: / / 990	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/21/12	Weeks: 3	Order Ref: 06362132
Est./PO Number: 06362132	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Jim Davis Sd50	Booking Group: WSPA	Key Market: Greenville Spartanburg Asheville
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	Total	Cost
1	Sun 9a ET / 8a CT CBS Sunday Morning NewsS	04	260	30 Comme				1	260
				Nbr of Spots					
2	M-F 9a Dr Phil ...TF..	05	100	30 Comme		2		2	200
				Nbr of Spots					
3	M-F 9a Dr Phil MTWTF..	06	110	30 Comme			4	4	440
				Nbr of Spots					
4	M-F 9a Dr Phil MT.....	06	100	30 Comme			2	2	200
				Nbr of Spots					
5	M-F 10a Your Carolina ...TF..	05	40	30 Comme		2		2	80
				Nbr of Spots					
6	M-F 10a Your Carolina MTWTF..	05	40	30 Comme			4	4	160
				Nbr of Spots					
7	M-F 10a Your Carolina MT.....	05	50	30 Comme			2	2	100
				Nbr of Spots					
Weekly Totals: Total Spots(Ord Spots)					9	26	5	40	
Closed PR					1	1	1	2	

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8	Tue 8p ET / 7p CT NCIS .T.....	04	2400	30 Comme		1		1	2400
9	Tue 10p ET / 9p CT Vegas .T.....	05	1200	30 Comme		1		1	1200
10	CBS NFL Today SunS	06	350	30 Comme	1			1	350
11	Sun 1p ET / 12p CT NFL On CBSS	04	750	30 Comme		1		1	750
12	Sun 4p ET / 3p CT NFL On CBSS	04	800	30 Comme		1		1	800
13	Sat CBS NCAA Football Early GameS, 11:30:00--15:00:00	05	1325	30 Comme		1		1	1325
14	Sat SEC FootballS, 12:00:00--15:00:00	05	600	30 Comme		1		1	600
15	Sat CBS NCAA FootballS, 15:30:00--19:00:00	04	350	30 Comme		1		1	350
16	M-F 8a CBS This Morning .TWTF..	05	613	30 Comme		1		1	613
17	Wed 9p ET / 8p CT Criminal Minds ..W....	05	1000	30 Comme		5		5	1000
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Closed PR					1	1	1	2	

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Est./PO Number: 06362132	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	Total	Cost
18	Sun 1p ET / 12p CT NFL On CBSS	04	350	30 Comme	Nbr of Spots	2		2	700
19	Fri 8p ET / 7p CT CSI NYF..	05		30 Comme	Nbr of Spots	1		1	
20	Fri 10p ET / 9p CT Blue BloodsF..	05	1200	30 Comme	Nbr of Spots	1		1	1200
21	Sun 6a NewsS	06	50	30 Comme	Nbr of Spots	2		2	100
22	Fri 8p ET / 7p CT NCISF..	05	700	30 Comme	Nbr of Spots	1		1	700
23	Tue 8p ET / 7p CT NCIS Los Angeles .T.....	04	1500	30 Comme	Nbr of Spots		1	1	1500
Weekly Totals:					Total Spots(Ord Spots)	9	26	5	40
					Closed PR	1	1		2

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
8	Tue 8p ET / 7p CT NCIS	:30 Commercial	10/15/12	Closed Pre Emption	0.00	23 (10/16)	0000181245	E:063621320
19	Fri 8p ET / 7p CT CSI NY	:30 Commercial	10/08/12	Closed Pre Emption	800.00	22 (10/12)	0000181024	E:063621320

Grand Totals

		Month 10 Weeks: 4		
Totals		10/01	10/08	10/15
Spots	40	9	26	5
Cost	16528	4355	10373	1800

Grand Totals: Spots: 40

Gross Total: 16,527.50

Commission: 2,479.13

Net Total: 14,048.37